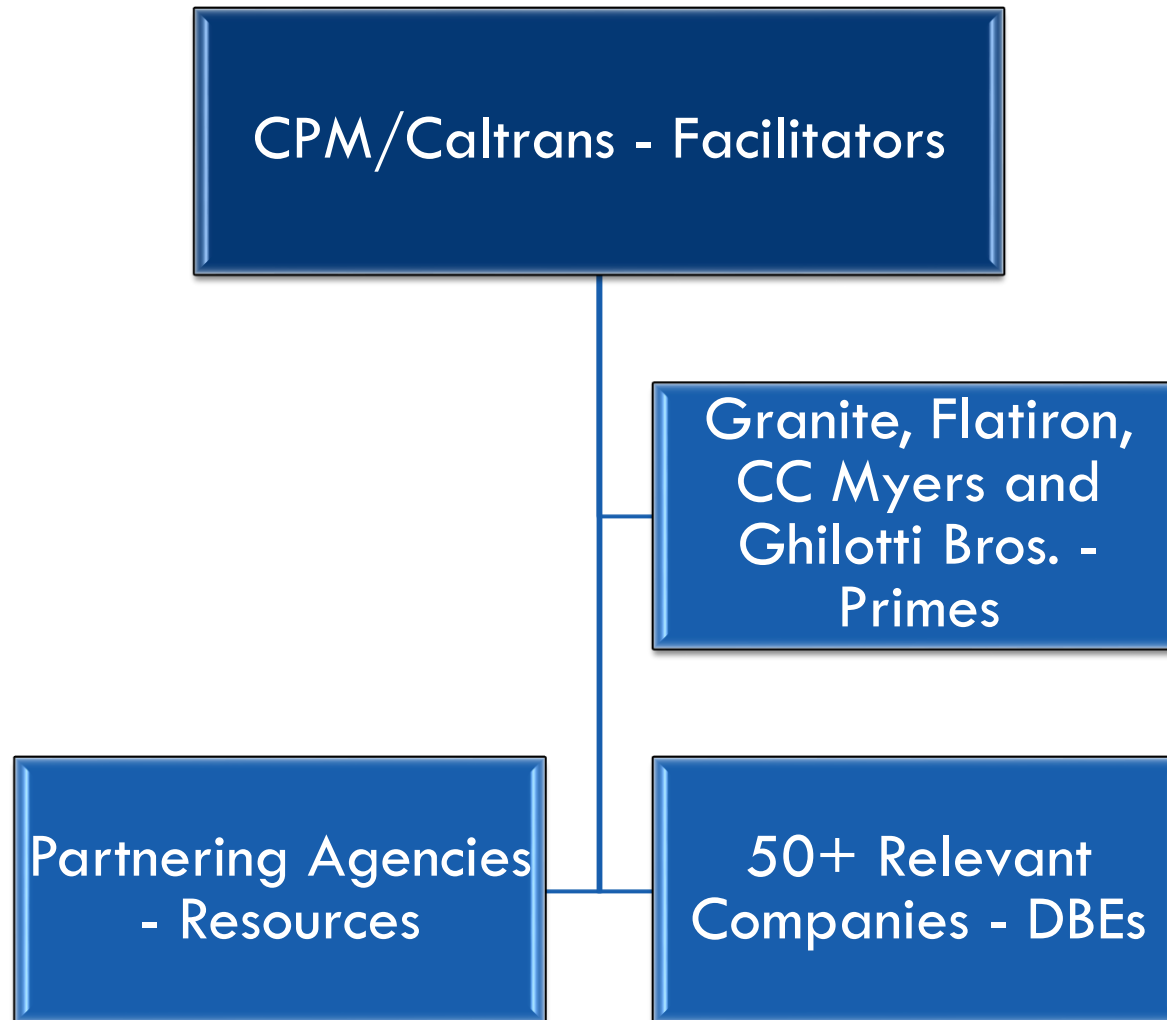




The Prime DBE Cooperative

CPM/Caltrans – District 4

Who are we?



Mission + Purpose



MISSION

To identify existing systemic issues between Prime Contractors and DBE Companies and to provide each with the tools to address these issues

PURPOSE

To encourage and facilitate relationships between Prime Contractors and DBE Companies resulting in increased responsiveness by all parties

How are we different?



Removing
Reinforced
Obstacles

Managing
Expectations

Creating a
Receptive
Environment

Effective
Facilitation

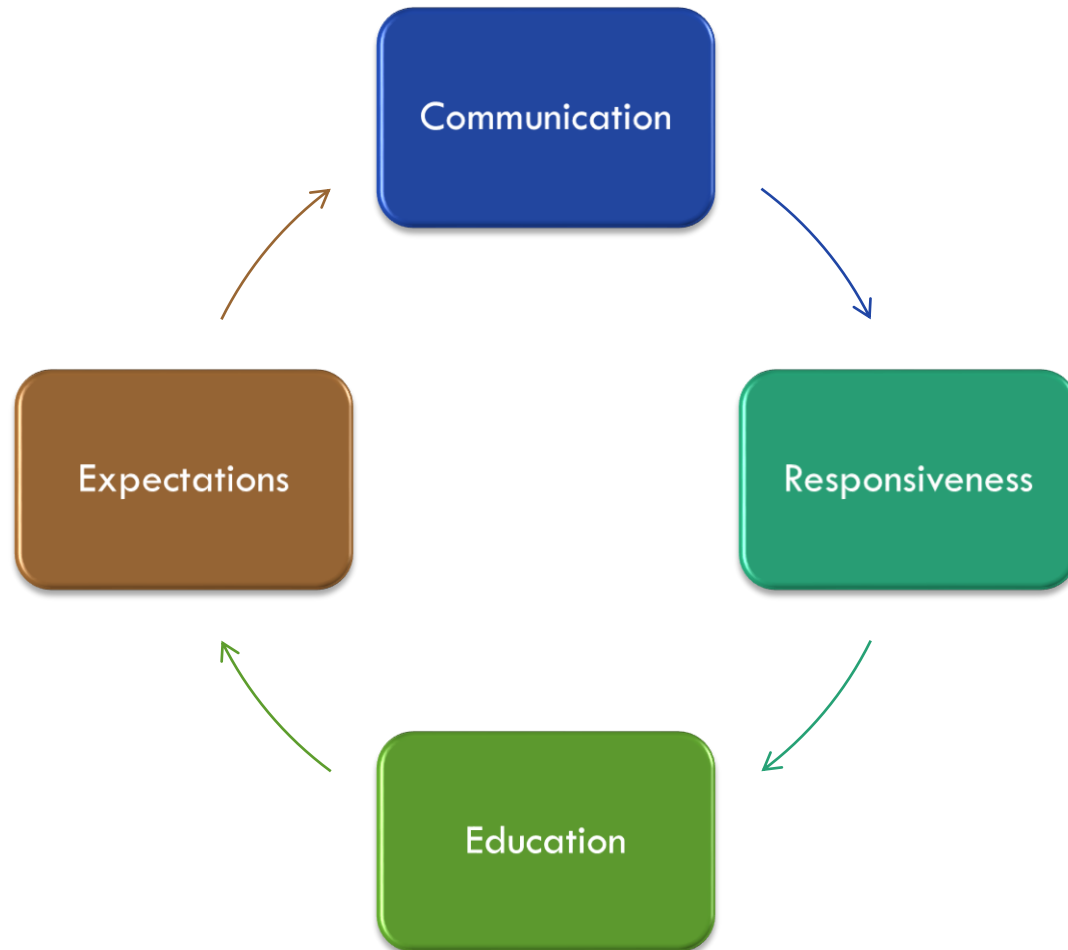
Communication,
Communication,
Communication

Administering
Effective
Feedback Loop

What is our methodology?



Effective Feedback Loop



Communication



- Respond to Every Member of the Group
- Ask Questions and Expect Responses from Members
- Engage with Members in a Timely Manner
- Offer Assistance When Needed

Responsiveness



- Increased Communication
- Exposure + Familiarity - Decrease Negative Interactions
- Respect to Provide Responses, Even If It's To Communicate That You Are Busy

- Shared Knowledge Through Communication
 - Presentations
 - i.e. Preparing a Bid, Bonding Requirements, Insurance, Unions
 - The DBE Experience
 - Resources, Self-Performing Work
 - One-On-One Conversations
- Taking the Time To Educate Group Members
- Industry Standards and New Information Through Workshops
 - i.e. New Labor Laws, Updated Significant Codes

Expectations



- Realizing Member Expectations Through Discussion
 - Group
 - Individually
- Responding to Group Members
- Validating and/or Addressing What is Expected
 - i.e. When I ask you a question, I expect you to respond with an answer

How do we reach these goals?



- Voluntary Cooperation
- Education
- Accountability
- Consistency
- Support
- Better Resources
- Incentives (More Contracts, \$\$\$)

Benefits



- Increased Participation in Meeting Goals
 - ▣ In/Formal Partnering
 - ▣ Mentoring
- Realizing Project Goals
- Increased Small Business Utilization
- Economic Development
 - ▣ Keeping the dollars in California vs. Outside California
- Fair Market Value
- Bringing Up Primes and DBEs to the Same Level

Incentives



- Primes
 - ▣ Exposure to Agencies – Contracts
 - ▣ Increased Bottom Line
 - ▣ Network of Quality DBEs
 - ▣ Constructive Feedback
- DBEs
 - ▣ Exposure to Primes
 - ▣ Increased Knowledge
 - ▣ More Contracts
 - ▣ Validation Through Interactions
 - ▣ Meeting and Exceeding Goals

Roles + Responsibilities



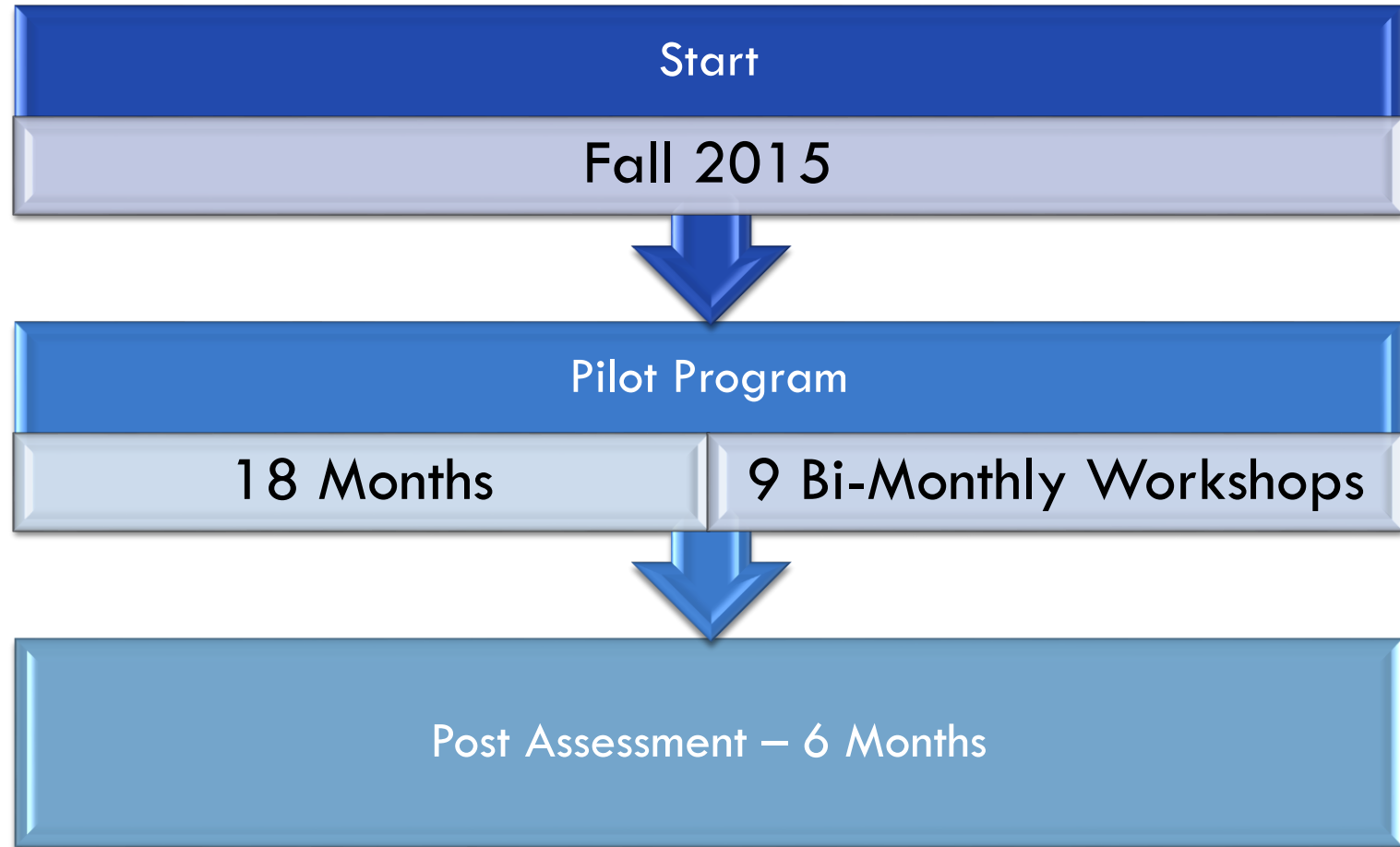
CPM/Caltrans – Facilitators

- Process Managers
- Facilitate Workshops
- Address Communication Issues
- Follow Up and Lessons Learned
- Progress Monitoring

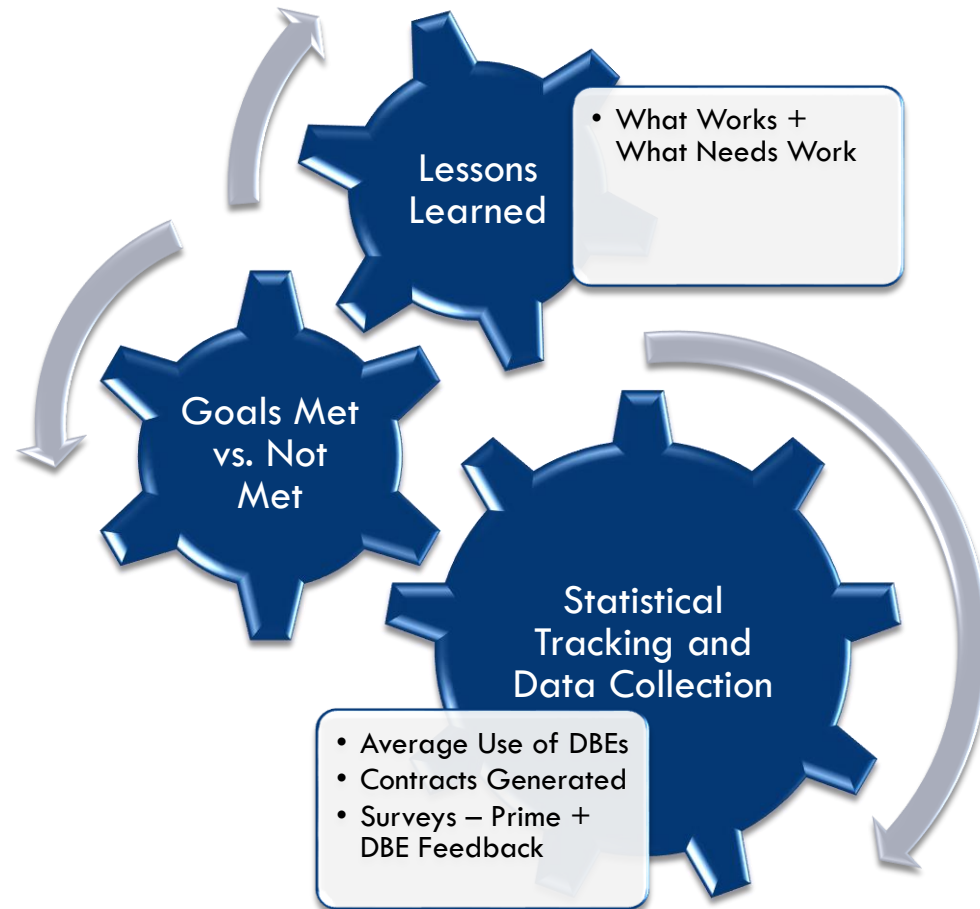
Primes + DBEs – Active Participants

- Attend all Workshops
- Utilize Feedback Loop

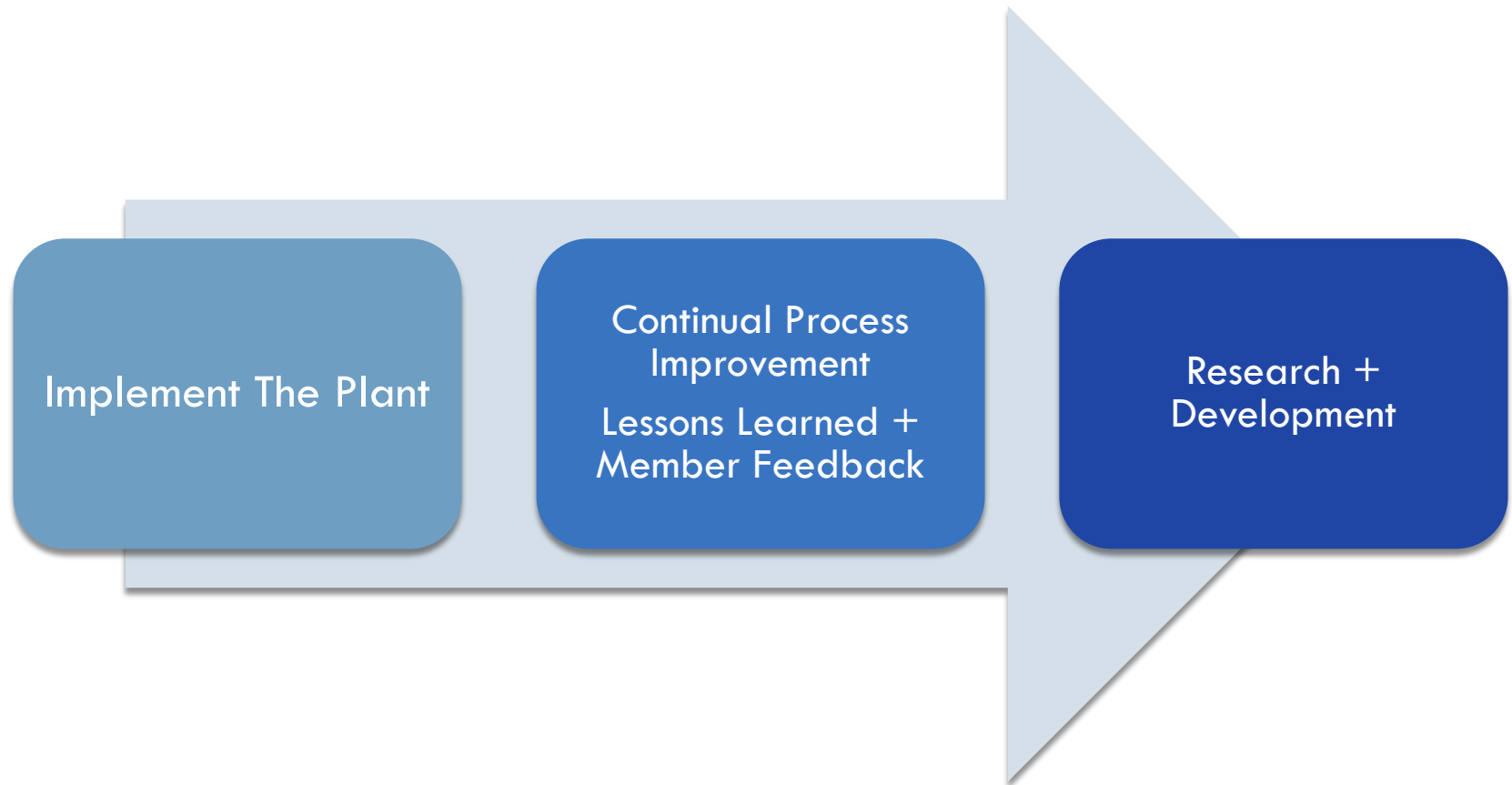
Schedule



Program Measurement



Next Steps



Questions + Answers